

Town of Leesburg Dashboard

Economic Development Department
Quarterly Update



the hometown of the 21st century

January, 2015

Internet Activity

Town of Leesburg Economic Development Page(s)		Hits 2014 4 th Qtr
	Hits 2014 3 rd Qtr	(10-1-14 thru 11-10-14)*
Economic Development Homepage-	1,543	742
HUBZone Page	386	136
New & Opening	2,508	724

Leesburg Economic Development Facebook Page		Town of Leesburg Linkedin Page	
Reach: 1,699	Friends: 151	Followers: 580	New Followers: 12
Likes: 754	New Likes: 60	Page Views: 31	

Business Development Pipeline

	Since
Business Attraction Efforts	1/1/13
Qualified Prospects	142
Current Prospects	85
Wins- New Businesses	39
Jobs Created by Wins	185
Lost Prospects	18
Ribbon Cuttings	80

Source: Town of Leesburg- Economic Development

New Business (BPOL) Licenses Issued

November 2014	16	April 2014	22
October 2014	26	March 2014	22
September 2014	18	February 2014	29
August 2014	34	January 2014	33
July 2014	27	December 2013	15
June 2014	15	November 2013	28
May 2014	35	October 2013	21

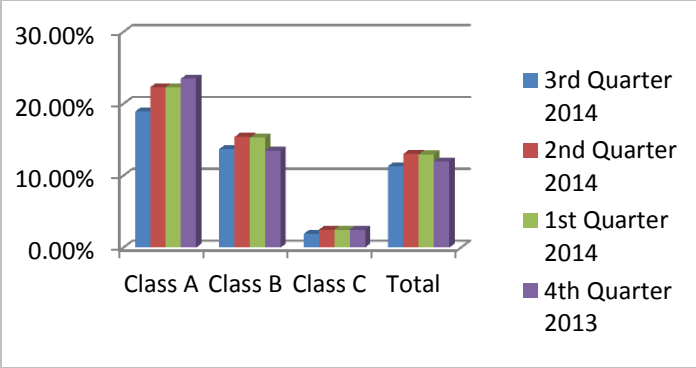
HUBZone Activity

	Total		FY 13	FY 14	FY 15	Total
Total Leesburg HUBZone Companies (Certified and those seeking certification)	47*	New Companies Landed-	19	18	4	41
Current Prospects-	48	New Jobs Created-	69	52	15	186*
HUBZone Certified Companies-	18	Leesburg HUBZone Linkedin Page-Members				84
Source: Town of Leesburg- Economic Development		*Includes 50 jobs from pre-existing business				
*Includes 6 pre-existing businesses						

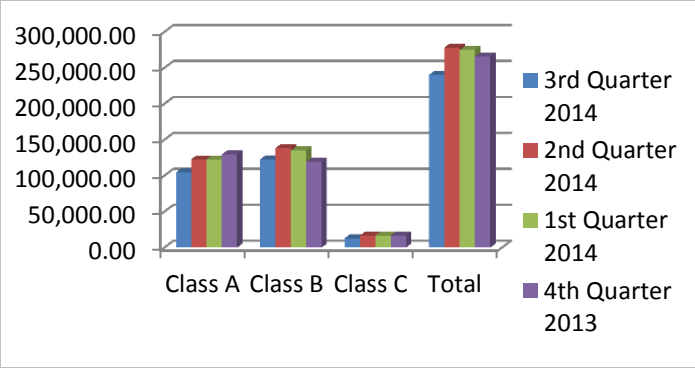
Office Market

Source: Town of Leesburg- Economic Development

Vacancy Rates



Vacant Square Footage

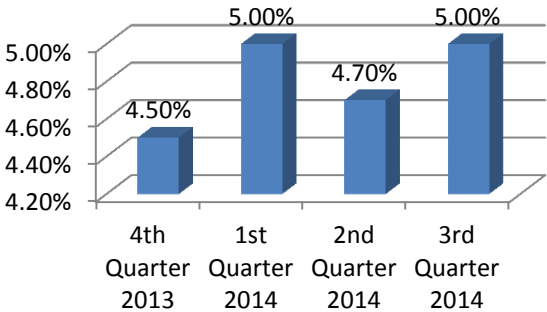


	Class A	Class B	Class C	Total		Class A	Class B	Class C	Total
3 rd Qtr 2014	18.9%	13.7%	1.9%	11.33%	3 rd Qtr 2014	104,392	122,832	12,957	240,181
2 nd Qtr 2014	22.3%	15.4%	2.5%	13.03%	2 nd Qtr 2014	122,751	138,637	16,957	278,345
1 st Qtr 2014	22.3%	15.3%	2.5%	12.97%	1 st Qtr 2014	122,751	135,190	16,957	274,898
4 th Qtr 2013	23.5%	13.5%	2.5%	12.0%	4 th Qtr 2013	129,751	119,185	16,957	265,893
					Total Square Feet-	551,388	881,640	687,094	2,136,822

Retail Market

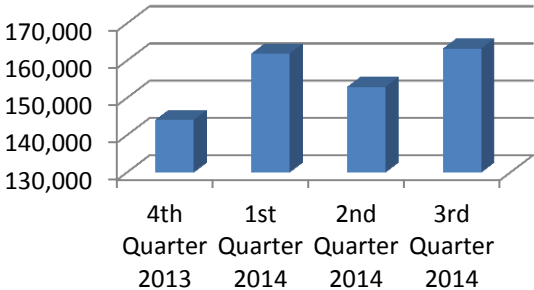
Source: Town of Leesburg- Economic Development

Vacancy Rates



3rd Quarter 2014	5.0%
2nd Quarter 2014	4.7%
1st Quarter 2014	5.0%
4th Quarter 2013	4.5%

Vacant Square Footage

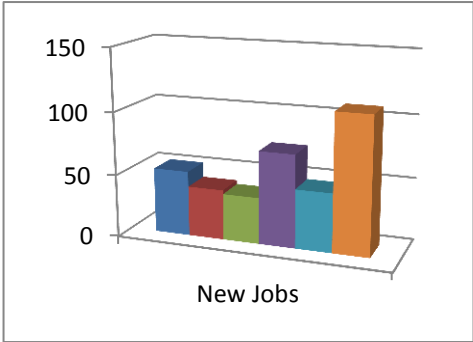


3 rd Quarter 2014	163,311
2 nd Quarter 2014	153,016
1 st Quarter 2014	161,955
4 th Quarter 2013	144,955

Residential Real Estate Trends

Months of Supply- October 2014- 5.78 months Days on Market- October 2014- 18 days Median Sale Price- October 2014- \$370,000
October 2013- 3.4 months October 2013- 33 days October 2013- \$345,000

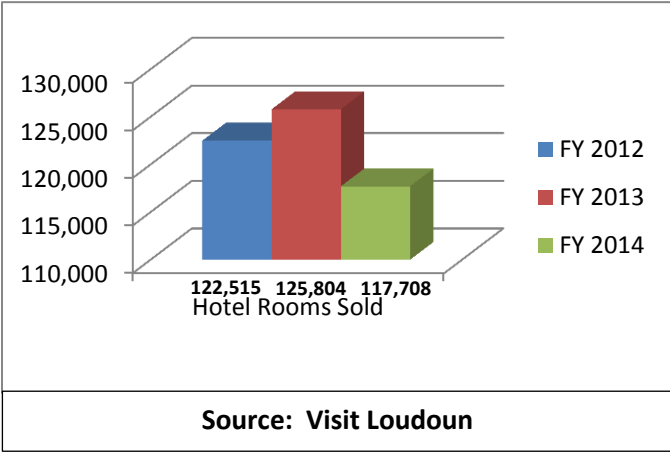
Town wide Jobs



New Jobs 2013- 2014			
Nov. 2013	51	May 2014	52
Dec. 2013	32	June 2014	40
January 2014	55	July 2014	37
February 2014	46	August 2014	74
March 2014	20	Sept. 2014	47
April 2014	21	Oct. 2014	109

Source: Town of Leesburg- Economic Development Department

Hotel Room Demand

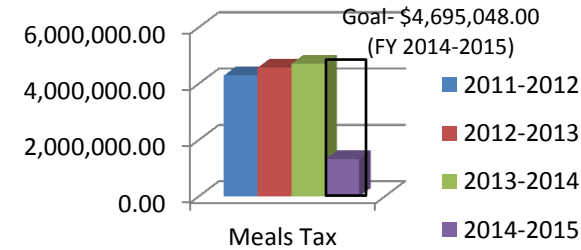


Coming Soon

- Bello Pranzo
- Bon Chon Chicken
- C2 Operations, LLC
- Chipotle, Battlefield Shopping Center
- Digital Fortress One
- Flowthrough Plumbing Company
- Leesburg Diner
- Level One
- Lowes
- MLP Technologies
- N Touch Wireless
- Riverpointe Realty
- Smart Driving Academy
- Unmanned Aerial Systems Today

Meals Tax

Source: Town of Leesburg



Fiscal Year 2011-2012	\$4,294,743.89
Fiscal Year 2012-2013	\$4,574,197.27
Fiscal Year 2013-2014	\$4,715,405.78
Fiscal Year 2014-2015 (year to date)	\$1,322,205.23

Definitions

- Qualified Prospects-** All prospects with a serious interest in locating to Leesburg since 1-1-2013.
- Current Prospects-** Prospects actively looking for space during the time of this report.
- Wins-** Business prospects that the TOL-ED has worked with that have opened a location in Town.
- Ribbon Cuttings-** Grand openings for new businesses arranged and executed by the Town.